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Council Extends Franchise Study

Jefferson Cable Corp. has another 60 days to work out an agreement with Charlottesville city staff members to extend its franchise to provide cable service for another 10 years.

City Council Thursday granted the temporary extension of the cablevision contract in order that the local corporation have time to show how and why it should have the franchise to provide service.

Apparently several people are not happy with the service.

Attorney W. Clyde Gouldman said he represented several local television repairmen who objected to the cable company's control over installation of cable television in the city.

Another man wanted more of a variety of programs on the 12 channels the cable company provides.

Company president Robert Monroe said the Jefferson Cable Corp. was one of the first 12-channel cables in the United States, and the process of growing would take some 3½ years to reach the goals of excellence set by the company.

The company is also waiting for Federal Communications Commission guidelines for improving service on cablevision before making final plans for improving reception and programming.